

#### ABSTRACT OF THE DISCLOSURE

A system and method of a party planning web site is disclosed. The method provides for providing recurring traffic to a web site through hosting party planning, including promoting a web site as a party planning web site, providing content on the web site related to party planning, prompting a visitor to the web site for party information, facilitating a user's ability to selectively associate party related content links with the party information, and saving the party information including the party associated links to content.